

You're on your way

Build the team

EVERY SOLDIER IS A RECRUITER



The strength of the Army National Guard depends on dedicated soldiers like you. In fact, as a soldier, you're the most valuable recruiter the ARNG has. Furthermore, leads provided by current ARNG soldiers are consistently more productive than ones from other sources, according to Recruiting and Retention NCO's (RRNCO's).

By letting your friends, family and associates know about the tangible and intangible rewards you're receiving through the ARNG, you present them with the opportunity to succeed at your side while improving the ARNG.

Soldiers make the best recruiters. Target the best and brightest from our community, people who have demonstrated their ability to be successful, who can make the ARNG better. Look for people of vision, who are willing to develop a life plan and who can see how the Army National Guard will help them achieve their goals.

STRENGTH IN NUMBERS

Maintaining strength is everyone's responsibility. When your team has a vacancy, you and all your team members suffer. Each of you has more tasks to accomplish and the satisfaction of doing a good job is more difficult to achieve. If *Every Soldier Is A Recruiter* ... every soldier wins.

While there may be one Recruiting and Retention NCO per company, there are at least 120 soldiers in that unit, many who live, work, go to school and contribute every day in their community. The RRNCO assigned to your unit can be in only one place at a time; 120 Guard members can cover a lot more ground and meet a lot more prospects.

When you develop a YOU-CAN attitude about unit recruiting, everyone wins.

- You win because your team is at full strength.
- Your referrals win because they receive a valuable benefits package and a chance to serve in a great organization.
- Your unit wins because it is in a higher state of readiness.
- The Army National Guard wins because it has quality prospects enlisting.
- Your country, state and local communities win because they have a unit prepared to serve whenever they are called.

RAISE THE TEAM

When Every Soldier Is A Recruiter, we all work together to RAISE THE TEAM. That's why the Army National Guard wants you to have all the tools you need to accomplish your goals. In turn, this will provide the Recruiting and Retention NCO with a way to encourage every new enlistment to bring them at least nine leads.

Your **RAISE THE TEAM** tools include:

- Two Talking Points Cards
- A Keychain Reminder
- Nine Referral Cards for Prospects
- Every Soldier is a Recruiter Speaker's Kit

In order to make the most of your RAISE THE TEAM tools, it's important to carry them with you as much as possible and use them wisely.

TALKING POINTS CARDS

Remember to write your Recruiting and Retention NCO's name on the back of your Talking Points Card in permanent marker, so you have it ready if you encounter someone who is a candidate for the ARNG. Carry your card in your wallet so that you always have it on hand. Use your card as the foundation of your recruiting strategy, then build your own talking points using your own ARNG career as an inspiration.

Review the Speaker's Kit on the Battle Disk for additional information and suggestions on how to speak to candidates about a career in the Army National Guard. Rehearse your "presentation," but remember to keep it casual. Then attach your Keychain Reminders to your key chain. You almost always have your keys with you, and the Keychain Reminder can serve as a great conversation starter. In addition, a bar code is included on the keychain that may be used for future programs.

REFERRAL CARDS

First, using a permanent marker, write your name in the appropriate place on the back of the Referral Cards, and then add your Recruiting and Retention NCO's name and phone number as well.

Keep the Referral Cards in your wallet or another handy place, so you can hand them out to family, friends, co-workers and associates whenever you find someone who is interested in the joining the Army National Guard.

SPEAKER'S KIT

Review the Every Soldier is a Recruiter Speaker's Kit on the Battle Disk. Think about the information and suggestions it contains, and then work to incorporate as much of this material into your own presentation about the Army National Guard as possible. Although the Speaker's Kit provides a great deal of useful information, the most effective recruiting presentations almost always come "from the heart," and highlight what the Guard has meant to you personally.



TALKING POINTS

Your Talking Points Cards will help you to RAISE your recruiting ability. RAISE is an acronym that stands for Reach, Ask, Inform, Share and Energize. In order to contribute to Army National Guard strength, all you have to do is remember to:

Reach

... Out to as many qualified candidates as possible. Don't wait for the annual recruiting drive. Keep your eyes open 24/7 for quality prospects. Get involved in civic and community organizations; when you join a civic organization, you get an opportunity to perform positive service to the community, build a personal network of influential people and advertise the value of the ARNG. Be there, in uniform, displaying your pride in serving.

Ask

... Prospects what they are looking for in life, and how the Guard can help them get there. Studies show that the more people know about the ARNG, the more likely they are to join. When talking with prospects, listen to every word they say. Effective listening will help you discover information about the prospect's plans that will identify areas in which the ARNG can help them.

Inform

... Everyone about all the incredible advantages of joining the Army National Guard. Talk about the benefits you've used, like the salary, education programs, or the Montgomery GI Bill. Be an ambassador for your unit. Let them know you are proud to serve your country, state and local community.

Share

... Your own experiences and what the Guard has meant to you. Let others know of the awesome mission of the ARNG. Most people want to be a part of something greater than themselves. The mission of providing properly trained soldiers in case of a national or state emergency can attract those looking for a rewarding challenge. Let everyone know what the Guard has meant to you, and what it can mean to them.

Energize

... People to take action ASAP. Motivate them to call 1-800-GO-GUARD, visit the web site www.1-800-GO-GUARD.com, visit the local armory, or talk to the RRNCO. The sooner they check out the opportunities the Army National Guard has to offer, the more likely they are to join.

Proudly display the ARNG decal on your vehicle.



Remember to focus on these key points when talking with prospective Guard members:

Tradition

Be a proud part of America's longest-enduring military force. Since 1636!

Honor

In serving your community and country whenever and wherever you're needed.

Experience

Get hands-on knowledge in many valuable skills in the Guard.



Training

For your education, your career, and your life.

Education

Learn about yourself and your world while you earn money for college.

Adventure

All the excitement and challenge you'll ever need. Find out what you're made of!

Money

For college, for life, for whatever your future holds.

ADDITIONAL TIPS

Practice good recruiting and you'll see your team grow in both strength and achievement. If you'll do a few simple things, YOU CAN influence others to serve with you. Here are a few additional tips on how you can maximize your potential to RAISE THE TEAM.

- Visit the Virtual Armory (www.virtualarmory.com) regularly for valuable and informative updates on how to increase strength in your unit.
- Ask your school, employer, or community organizations in which you are a member to let the Recruiting and Retention NCO visit and talk about opportunities in the Army National Guard.
- Refer people to the www.1-800-GO-GUARD.com web site by sending electronic Guard Cards (available on the site).

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TALKING POINTS

RAISE THE TEAM

Reach • Ask • Inform • Share • Energize



ARMY NATIONAL GUARD YOU CAN


"I am a Guard Recruiter"



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"I am a Guard Recruiter"

Never forget why you serve:
to defend freedom.



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TALKING POINTS



VIRTUAL ARMORY WEB SITE REFERENCE

USER NAME: _____

PASSWORD: _____

www.virtualarmory.com

RRNCO _____

Phone () _____

www.I-800-GO-GUARD.com

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Reach
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- T**radition
Be a part of America's longest-enduring military force. Since 1636.
- H**onor
In serving your community and country whenever and wherever you're needed.
- E**xperience
Get hands-on experience in many valuable skills in the Guard.
- T**raining
For your education, your career, and your life.
- E**ducation
Learn about yourself and your world while you earn money for college.
- A**dventure
All the excitement and challenge you'll ever need. Find out what you're made of!
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Referring Soldier

Recruiting & Retention NCO Name

Recruiting & Retention NCO Phone #

www.I-800-GO-GUARD.com

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